

# CREATIVE + MARKETING SERVICES

HOW IMPACT? CREATIVE AND MARKETING.

WHAT IMPACT? PEOPLE AND ENVIRONMENT.

WHY IMPACT? A BETTER WORLD.



this  
must  
be  
the place

# PURPOSE-DRIVEN CREATIVE, BRANDING + MARKETING AGENCY

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We believe that when we support leaders through branding, communications and design to communicate their purpose to inspire and motivate the people they lead, and the environments they care for, we can have a world we're proud to leave for future generations.

Vim + Zest. Born in the arts and media.  
Raised with business innovation.  
A work pedigree second to none.



*Trudy Johnston, Chief Bright Spark*

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# OUR TEAM

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**TRUDY JOHNSTON**  
**CHIEF BRIGHT SPARK**

The leader's leader. 26 years of PR and Marketing. University lecturer (post-grad). Leadership and Personal Branding expert.

- Sydney2000 Olympics
- Australian Chamber of Orchestra
- Sydney Symphony
- Museum of Contemporary Art
- Biennale of Sydney



**TIARE LEAHY**  
**DIGITAL MANAGER**

Digital strategist. Compelling storyteller, audience-centric communicator. From global media to tech start-ups.

- Australian Broadcasting Corporation
- Accor Hotels
- Destination NSW
- Red Bull
- Audi



**KIM PINK**  
**CONTENT CREATOR**

Passionate Writer. Destination marketing specialist of 15 years. Accomplished Human Resources and employer branding professional.

- One&Only Reethi Rah, Maldives
- One&Only Hayman Island
- Outrigger Fiji Beach Resort
- Ayers Rock Resort
- Gold Coast Tourism
- Discover Maroochy

# OUR TEAM

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**JACQUELINE MARCUZZI**  
**ADVERTISING SPECIALIST**

Advertising, social media and marketing strategist. Specialist in account management and client relations.

- Grip Limited, Toronto, CA
- Expedia.ca
- Honda
- Kokanee Beer
- Lindt & Sprüngli
- Russell Stover



**EMMA TERRENS**  
**DESIGN MANAGER**

A knack for visual storytelling through exceptional design. Visually memorable websites with strong User Experience (UX).

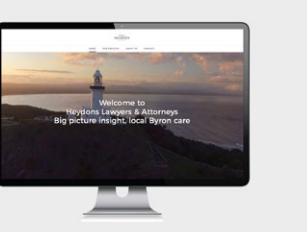
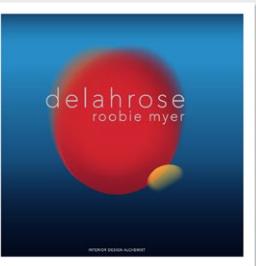
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Wordpress



**DARCI MCELROY**  
**JUNIOR DESIGNER**

Talented illustrator, website builder. Recent graduate from Griffith Queensland College of Arts, Bachelor of Digital Media major in Graphic Design.

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Wordpress



# STRONG CREATIVE + MARKETING DRIVES BUSINESS GROWTH

Customers are the heart-beat of your business. How do you reach them? What do they need? How do you get them to keep coming back?

Competition has never been higher. The need to stand out has never been greater.

Gaining awareness, customer engagement and sales conversion has never been more complex.

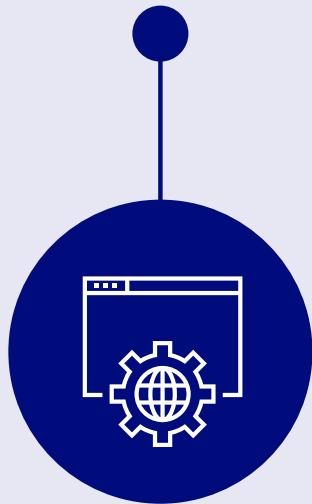
## WHERE DO YOU START?

With the fundamentals. Get this right and all else follows. Vim + Zest's first step is to identify your brand proposition. From here, all your marketing and sales efforts will immediately clarify.

Brands built with a clearer proposition - especially with purpose - have stronger data-informed strategies, more visually imaginative design and better social engagement. Sales grow much faster than their competitors.

# HOW WE WORK

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## DISCOVERY

We complete a comprehensive audit of your market positioning, audit your current marketing activity, and identify key growth opportunities.



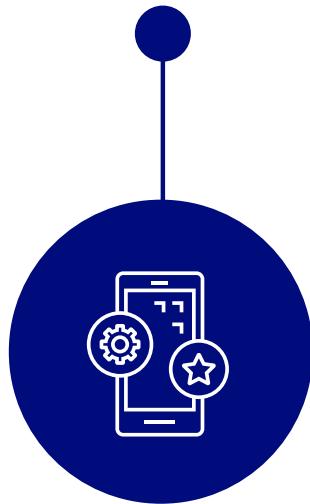
## STRATEGY

We build your target audience personas and finalise your marketing strategy with a detailed campaign timeline and key performance indicators.



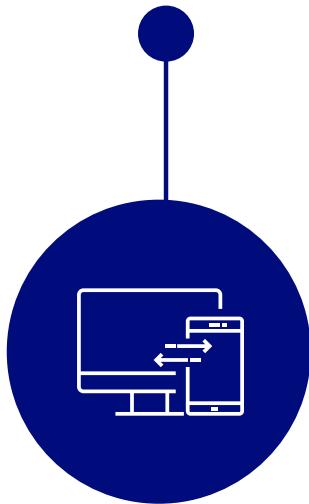
## DESIGN

Our copywriters and designers curate SEO optimised content and innovative creative designs to support the campaign.



## EXECUTE + OPTIMISE

The campaign is executed and amplified. We continuously monitor, test and optimise to ensure the campaign receives the best possible results.



## LEVERAGE + SCALE

The key campaign learnings are presented and the results leveraged for ongoing optimisation and continual growth.

# **CREATIVE + MARKETING MAKES IMPACT NOT ONLY PROBABLE, BUT POSSIBLE.**

Today we're living in the 4th Industrial Revolution. In our fast-changing world people seek a 4-fold impact: creative, business, people and environmental impact.

Studies show that brand loyalty for purpose-driven businesses – and, by extension, the leaders who drive them – is the biggest driver of increased commercial returns.

They have higher market returns, grow 3 x faster than competitors, attract and retain top talent and achieve higher customer satisfaction.

**Is your brand engaging to the extent it could today?**

#### **REFERENCE**

<https://www2.deloitte.com/us/en/insights/topics/marketing-and-sales-operations/global-marketing-trends/2020/purpose-driven-companies.html>



## **MARKETING STRATEGY**

A clear plan to implement that optimises return on investment. Your success map that builds your customer base.



## **WEBSITE DESIGN**

Your tireless lean, mean marketing machine. Visually impressive, fascinating to read, easy to navigate and filled with SEO wizardry.



## **GRAPHIC DESIGN**

Design defines your impact, reflects your values and signals your ambition – and most of all - makes you memorable.



## **COPYWRITING**

Persuasive words entice. Word are tools that convert interest into action. The un-put-downable story your audience wants to hear.



## **SOCIAL MEDIA**

Be influential. Lead the social conversation and build your tribe. Drive awareness and engagement with a strong social strategy.

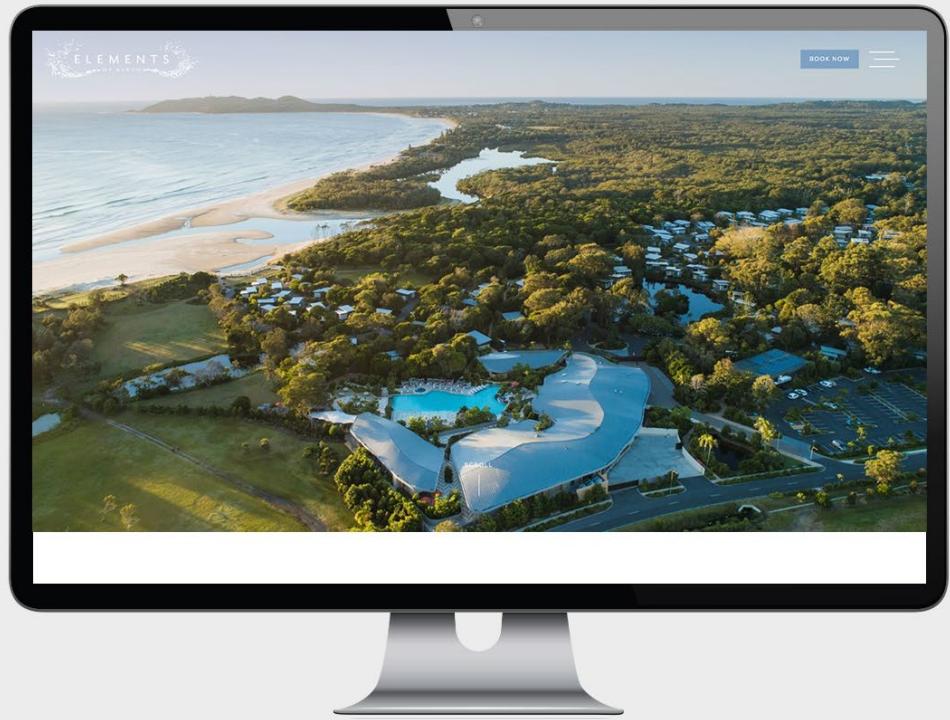
# MARKETING STRATEGY

Need a clear map to grow your customer base? One that builds awareness of your business, converts prospects and helps them buy from you again (retention). We create Marketing Strategies for businesses to achieve these three goals with the latest proven methodologies.

We map out your Customer Pathway to Purchase. Then we build it.

This pathway is called Lead Generation. Think of it this way: your customer follows a buying journey after they've first encountered your business. They've initiated their relationship with your business through their own organic interest. It's your job to help them in a step-by-step way to become a customer.

Forget cold calling. Don't tell and sell (and hope for the best). Be smarter. Meet customers where they are searching and with what they are looking for.



*"I've been reflecting a lot on what our collective 'marketing efforts' have achieved since opening three years ago. Wow... It's quite overwhelming to look at it all on one list. Thanks for your tireless support of our marketing program as it weaves and winds a path of amazingness."*

David Jones

Sales and Marketing Manager, Elements of Byron

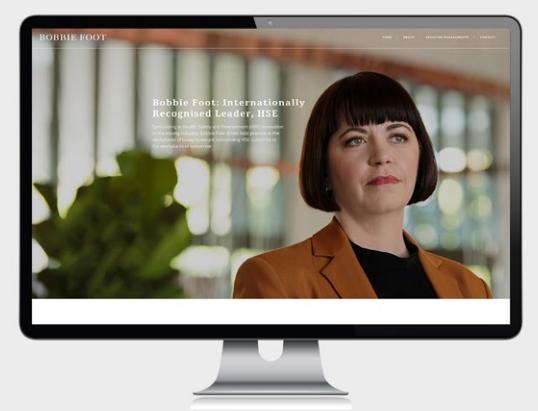
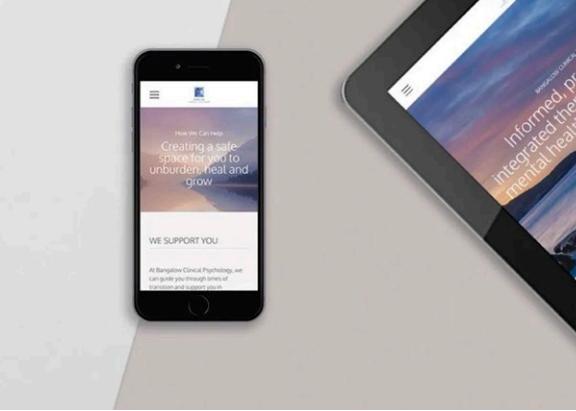
# WEBSITE DESIGN

Your website is your dream team member: a marketing expert, persuasive salesperson, efficient office manager and stunning shop window all rolled into one.

It's tireless, works for you 24/7 and doesn't take holidays.

Your website is your central digital hub. It's your content strategy platform.

So get your website right from the beginning. Put it to work in the best way possible so it's your lean mean marketing machine.



*"I absolutely love the images (particularly the exploding electrician in the "professional negligence" page), I love the colours and I love the look of the site. It really looks awesome."*

Brendan Bourke  
Director, Bourke Love Lawyers

# GRAPHIC DESIGN

Imaginative graphic design highlights your uniqueness and elevates you above the competition.

It amplifies what you do brilliantly and captivates your audience.

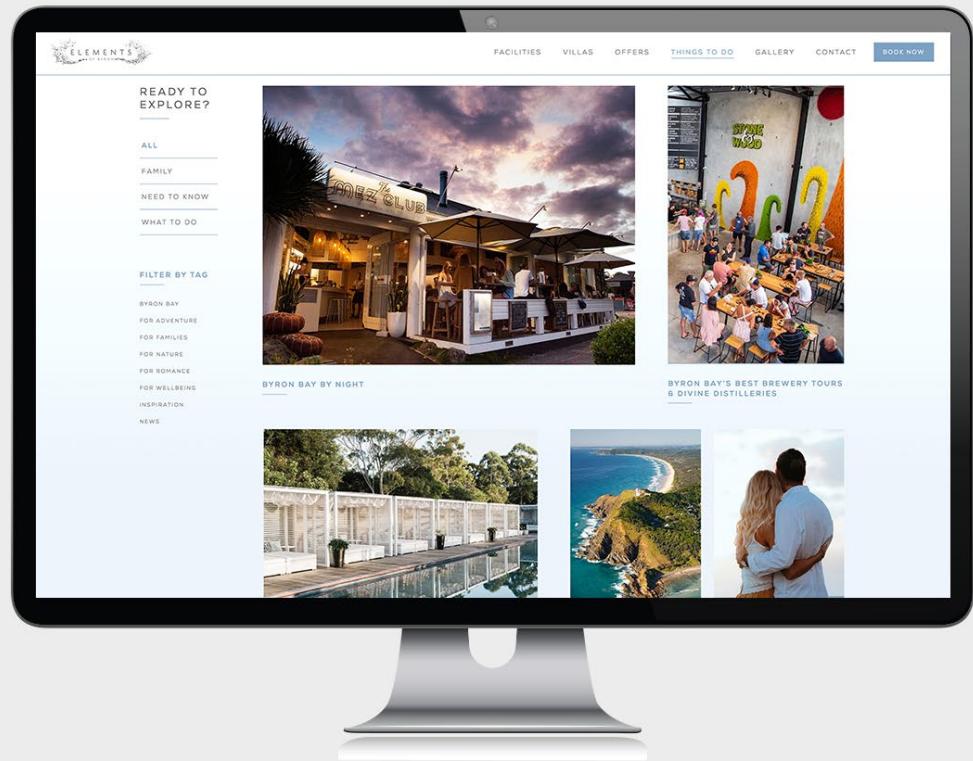
Your work is exceptional – your design should be too.

Vim + Zest creates designs that amplify your purpose.



*"I just wanted to send you the biggest thank you to Vim + Zest for the spectacular job you've done in helping us create Ironwood's subscription brochure and DL. These are simply stunning and have already had such a positive effect in launching our next year's season and taking the ensemble to a new level."*

Prof. Neal Peres Da Costa  
Historical Performance Unit,  
Sydney Conservatorium of Music



*"Very nice work! This reads incredibly well. I'm happy just reading this submission...let alone if we win the actual award."*

**David Jones**  
Sales and Marketing Manager, Elements of Byron

(Postscript: We won 1st place for 2 Awards in the Tourism NSW Awards, 2018)

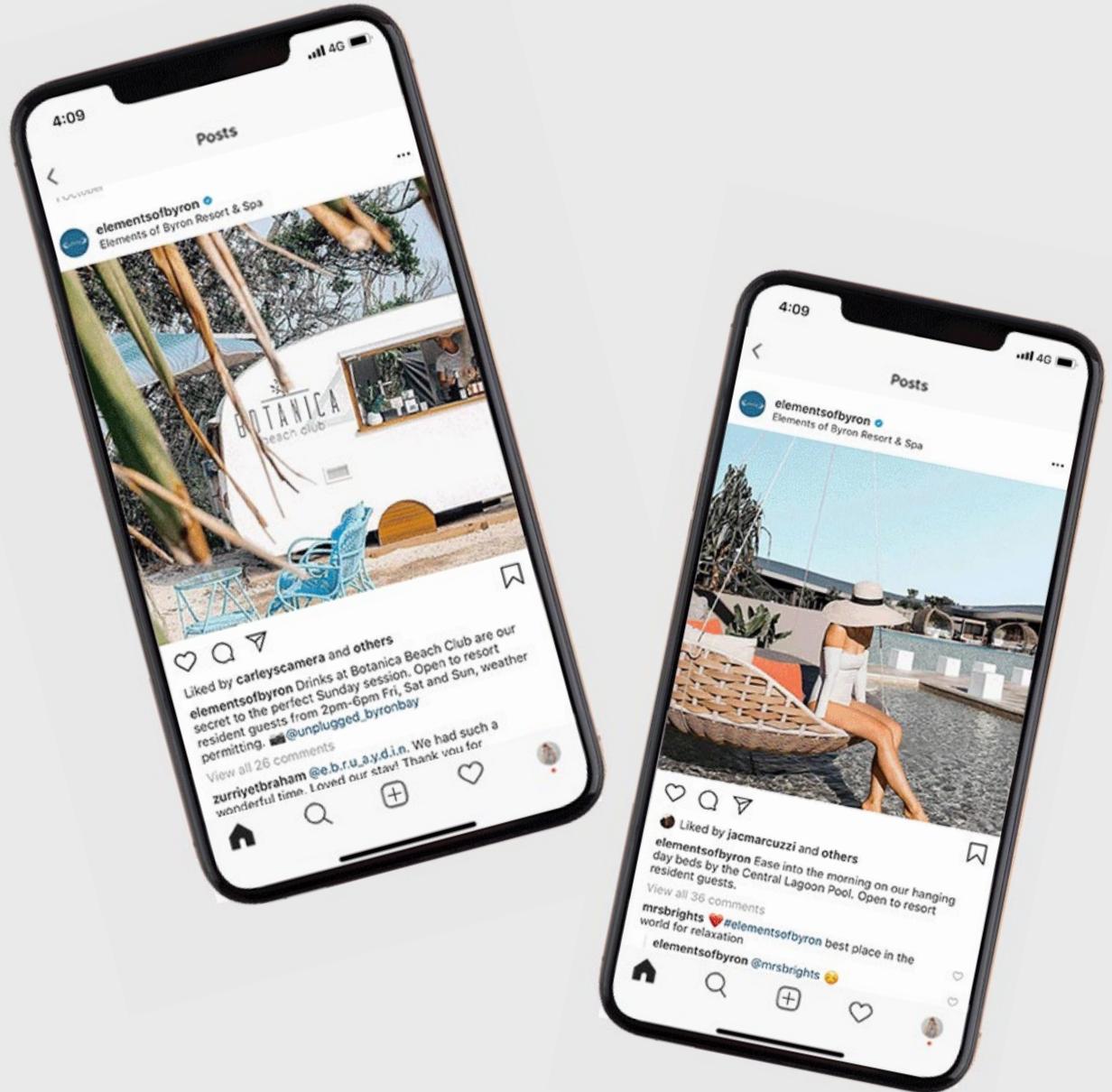
# COPYWRITING

Words are your finest salespeople: persuasive, compelling and authentic.

We tell stories that influence, inform and convert readers. Our words deepen desires, create connections and elicit excitement.

Vim + Zest writes the words your audience wants to hear, words that persuade your readers and also feed the powerful Google question-and-answer machine.

Words are your Conversion Machines - your most persuasive sellers.



## SOCIAL MEDIA

Clear, strategically informed social content that entertains, informs and inspires your audience and propels excellent campaign results.

When your Social Media is expertly managed, your overwhelm is replaced with ease and you have more time to grow your business.

Your tribe is engaged, your optimised content hits the mark. Captivating, stunning visuals and compelling copy articulate your brand and build share-ability.

Build your campaign success through the diligent analysis needed to improve returns on your Instagram, Facebook and LinkedIn ad spends.

# ELEMENTS OF BYRON

## WHAT THEY NEEDED HELP WITH

To build customer awareness and drive bookings in a highly competitive market set since the resort opened in 2016.

## WHAT WE DID

Designed, implemented and optimised an SEO content strategy to increase organic website traffic with zero advertising spend. Planned and executed a social media strategy to increase followers and organic website traffic. Planned, implemented and optimised an 8 week tactical paid media campaign to launch an entirely new market.

## THE RESULTS

The SEO content strategy increased organic website traffic by 30% and secured #1 Google rankings for 18 non-branded keywords. The social media strategy drove a 60% increase in followers and 170% increase in organic website, which drove word of mouth and direct bookings above an industry standard. The tactical paid media campaign drove a 60% increase in website traffic and launched an entirely new market.



*"Vim + Zest... is a wonderful full-service boutique agency, drawing on their team's diversity, creativity and ideas to produce great design and persuasive copy for our resort. They're an absolute delight to work with and have exceptional customer service and a 'can-do' attitude."*

David Jones

Sales and Marketing Manager,  
Elements of Byron



*"Couldn't be happier in appointing V+Z to handle a complex communications programme and web redesign. A very knowledgeable team; easy to work with and precise, effective operators. They delivered a multi-pillar Outbrain campaign, highly targetted to a UK audience. Would definitely recommend, not just for execution; but for strategy, advice and direction. Thanks guys!"*

Toby Price  
Sunglass Fix Marketing Manager

# SUNGLASS FIX

## WHAT THEY NEEDED HELP WITH

Increase awareness of their brand to a new audience which was predominantly older and male. Drive traffic to their UK site to drive sales during a key summer sales period.

## WHAT WE DID

We designed and executed a highly targeted SEO content strategy for Sunglass Fix's AU and UK website to increase website traffic, strengthen their credibility as an expert in Sunglasses and attract a younger female audience. The strategy was focussed on a pillar and cluster content framework around 3 topic areas: Maintenance & Repair Tips, Sustainability, Lifestyle.

The project included a comprehensive competitor and audience analysis, a website design upgrade for stronger UX and a tactical campaign with a content distribution platform, Outbrain.

## THE RESULTS

There was a significant increase in search visibility and website traffic across both websites during the campaign. The Australian site saw an increase of 6 non-branded keywords to the first-age SERP with a 11.62% increase in search visibility while the UK site had 2 new non-branded keywords appear in the 1st SERP and a 24.3% increase in search visibility.

The campaign delivered a significant shift in audience, with a 22% increase in female users and 16% increase in users aged between 25-34 across the UK website.

# **LET'S GET STARTED! THE NEXT STEPS:**

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## **Step 01.**

Set up a meeting – face to face, by Zoom or phone

## **Step 02.**

We agree to a Scope of Work with delivery dates

## **Step 03.**

We'll send you a Service Agreement and an NDA (Non-Disclosure Agreement) We respect your confidentiality. You payed the first instalment

## **Step 04.**

We'll share a detailed timeline with key deadlines

## **Step 05.**

We get started on your brand strategy and design / copy / website requirements





# CONTACT US TODAY

Work with the brightest digital minds, the most persuasive copywriters and the most colourful creatives possible.

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[vimandzest.com](http://vimandzest.com)